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ABSTRACT

A career survey of arts and sciences graduates between 1971-1981 was undertaken by the University of Virginia to determine how liberal arts graduates do in the working world. When asked what type of education they would recommend to undergraduates, 91% answered a liberal arts degree. Alumni advised today's students to complement their liberal arts foundation with career-related experiences, both coursework and work experience, related to their career goals. A willingness to take initiative, both for investigating career possibilities and for seeking an actual job, was also seen as important. A total of 85% of the respondents reported current job satisfaction, and the median salary reported by alumni holding jobs from 3 to 13 years was $30,000. When asked to name the skills they found most critical to their current jobs, alumni listed these most often: oral and written communication, interpersonal skills, problem-solving, and critical thinking. A plan for what the student should do for each of the 4 years of college to prepare for a future career is provided. Finding a job is addressed, and case histories are provided. Using the university's Office of Career Planning and Placement is also covered. (SW)

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A joint project at the University of Virginia by the Office of Career Planning and Placement, the College of Arts and Sciences, the Alumni Association and the Arts and Sciences Alumni Council.

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Life After Liberal Arts

Information and Advice for Students from the University of Virginia's 1984 College of Arts & Sciences Alumni Career Survey

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To order additional copies of *Life After Liberal Arts* use the order form provided on page 23 of this booklet.

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A Message to Parents

One overwhelming message comes through in a recent survey of alumni of the University of Virginia's College of Arts & Sciences: it's the person, not the degree, that counts in developing a satisfying career.

Sometimes students understand this wisdom, but their parents don't. Parents have been trapped into believing myths about life after liberal arts, too. But our alumni survey confirms that the student who actively designs a strong liberal arts foundation can have a successful career, especially if that education is complemented with thoughtful career-related experiences (like appropriate extracurricular activities and related work experience before graduation) and personal initiative—the winning combination for liberal arts students on their way to successful careers.

And so, to the parents of the University of Virginia's Arts & Sciences students, we say:

There is a life after liberal arts, and a good life at that!

What Kind of Career Future Does a Liberal Arts Student Have

MYTH: A liberal arts degree doesn't prepare you for a career.

REALITY: The University of Virginia's Arts & Sciences alumni hold good jobs, with good pay, and are happy with their career accomplishments.

YES, VIRGINIA, there is life after liberal arts. And that life is a good one, according to over 2,000 alumni who graduated from the University of Virginia's College of Arts & Sciences between 1971 and 1981. They took the time to respond to a career survey distributed in the fall of 1984. They answered questions about how their College years had prepared them for the job market. In particular, they assessed how well liberal arts graduates do in the working world.

When asked what type of education they would recommend to undergraduates considering the careers they currently represented, 91% answered a liberal arts degree.

Beyond that strong central message, alumni advised today's students to complement their liberal arts foundation with career-related experiences, both coursework and work experience, related to their career goals. Add a strong dose of personal initiative, both for investigating career possibilities and for seeking an actual job, and this three-part plan makes for a winning combination.

The career survey proves that Virginia's liberal arts graduates do well in the working world. 85% report current job satisfaction. The

median salary reported—by alumni holding jobs from 3 to 13 years—was $30,000. 14% of the alumni surveyed currently earn $60,000 or more; 21% earn $50,000 or more.

The survey responses tell so much that they deserve to be shared. They offer a wealth of information about what really happens to Virginia's liberal arts graduates in the working world. They also contain some solid advice about the best way for students to proceed, first through four years of College at the University, then through that difficult transition into a first job, and onto a satisfying career.

The advice that emerges, though, can only provide guidelines, not a strict set of rules for today's undergraduate to follow. Every person has to find the best path, whether during College or beyond. It takes initiative, self-knowledge, work, and imagination.

Survey respondents reported that they were working in 24 different job sectors:

Law	Consulting	Scientific Research
Medicine	Advertising & Public Relations	Fine Arts
Financial Services	Printing & Publishing	Insurance
Education	Transportation	Engineering
Government	Military	Entertainment
Computers & Electronics	Communications	Ministry
Non-profit Organizations	Food	Social Services
	Mental Health	Writing
		Consumer Goods

Of these, the fields most frequently represented by alumni in their current jobs were law (20% of respondents), Medicine (9%), Financial Services (9%), Education (7%), Government (6%), Computers & Electronics (6%), and Non-profit Organizations (5%). The rest were each represented by 4% or fewer alumni surveyed.

The functions performed in current jobs by alumni respondents showed equal diversity. The ten most cited, in order of frequency, were legal service (20%), health service (9%), general management and administration (9%), research and development (7%), sales (6%), marketing (5%), project management and consulting (5%), teaching (5%), and accounting and control (3%).

From the '75 Religious Studies major who is in International Marketing for IBM, to the '74 Math major now a Computer Software

Consultant, to the '76 Government major now an Equal Opportunity Specialist in the Office of Civil Rights—University of Virginia liberal arts graduates are working successfully in many different jobs, for many different organizations.

The alumni career survey told us that graduates from Virginia's College of Arts & Sciences now receive paychecks from International Paper, DuPont, E.F. Hutton, NASA, the U.S. Senate, the Academy of Dance Arts, Uhlman Sports International, The White House, the

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U.Va.'s College of Arts & Sciences alumni hold a multiplicity of jobs. A few examples:

Year & Major	*Current Position*
'76 *English*	DIRECTOR OF SALES FORECASTING, CBS Television Network
'76 *Government*	SENIOR EDITOR, *Money* Magazine
'76 *History*	LIGHTING DESIGNER, Atlanta Ballet
'79 *Government*	SENIOR CONSULTANT, Booz Allen & Hamilton
'81 *Anthropology*	ARCHEOLOGIST, Baltimore Center for Urban Archeology
'71 *Foreign Affairs*	DIRECTOR, East-West Trade Department, U.S. Chamber of Commerce
'80 *Mathematics*	VETERINARY PATHOLOGIST, National Zoo
'73 *Russian Studies*	SPECIAL ASSISTANT TO THE PRESIDENT, The White House
'73 *Chemistry*	FINANCIAL PLANNER, Prudential Insurance Company
'77 *English*	ASSISTANT DISTRICT ATTORNEY, City of Philadelphia
'78 *English*	SENIOR OFFICE SYSTEMS ANALYST, U.S. Senate Computer Center
'75 *Biology*	DIRECTOR OF SALES, Artificial Intelligence Corporation
'78 *Philosophy*	COLLEGE COUNSELOR, Suffield Academy
'80 *English*	EDITORIAL PRODUCER, ABC News
'79 *Psychology*	SOPRANO VOCALIST, U.S. Navy Band Sea Charters
'80 *Environmental Sciences*	AIR TRAFFIC CONTROLLER, Baltimore-Washington Airport
'80 *Foreign Affairs*	SENIOR LEGISLATIVE AIDE to Senator Daniel Patrick Moynihan
'75 *History*	REFERENCE LIBRARIAN, The Pentagon

National Zoo, KSTM (Mesa, Arizona), the Alaska Department of Environmental Conservation, Harvard University, the Skip Castro Band, the Gloucester-Matthews (Virginia) *Gazette*, *Esquire* Magazine, the U.S. Chamber of Commerce and the Peace Corps, to name a few.

The survey also confirmed that Virginia's Arts & Sciences graduates are moving up fast in the business world. 60% of alumni responding to the survey are currently working in businesses, large and small. Many of Virginia's Arts & Sciences graduates have advanced to top executive levels: the Chairman of the Board of the Associated Press, the former Chairman of the Board of DuPont, the Chairman and Chief Executive Officer of Scott & Stringfellow, the Chairman of the Board of Parker Brothers Games, the President and Chief Executive Officer of Brown-Forman Distillers, and the President of Canada Dry are all graduates of U.Va.'s College of Arts & Sciences.

As John Naisbitt put it in his book *Megatrends*, "We are moving from the specialist who is soon obsolete to the generalist who can adapt." As this trend continues, liberal arts graduates become more and more valuable.

Q. What can I do with a liberal arts degree?

A. Practically anything, once you take the initiative.

"Never limit your options by deciding at age 18 what your career will be. Instead, explore your options."

—SURGICAL RESIDENT, Pittsburgh Mercy Hospital
('79 Biology)

"Always remember that your undergraduate time is to learn about the world, not to prepare for a job."

—RESEARCH ASSOCIATE, Scientific Research Firm
('75 Biology)

What Can a Liberal Arts Graduate Offer an Employer

WHEN YOU GET RIGHT DOWN TO IT, choosing to pursue a liberal arts education means a commitment to learning about the world, about understanding other people, and about making important choices in your own life. Liberal arts students aren't trained to fit specific job slots. Instead, they graduate with broad skills in communication, problem-solving, working with people, and cross-cultural understanding. According to the alumni we surveyed, these broader skills may not make it any easier to get that first job, but they are what really matters once a person starts moving up through the ranks.

When asked what their employers valued most as they were hired into their first full-time job, given a list of 33 items that included GPA, academic major, and graduate degrees, over 80% of alumni ranked "enthusiasm," "ability to relate to others," and "ability to work well independently" at the top. Personal characteristics mattered most, in their experience. Alumni seemed to say that the enthusiastic self-starter who works well with other people will do best in the working world.

When asked to name the skills they found most critical to their current jobs, alumni listed these most often:

1. Oral Communication

"Communication skills are critical. My ability to analyze the Internal Revenue Code is the same skill as analyzing a poem or short story."

—BUSINESS CONSULTANT AND SOLE PROPRIETOR, Timchak & Co. *('71 English)* 5

2. Written Communication

"While in college I learned to write effectively, analyze problems methodically, and not to take myself too seriously."

—RESEARCH & DEVELOPMENT ASSOCIATE, International Paper Company
('74 History)

3. Interpersonal Skills

"I learned to think, write, research, investigate, speak—and conduct myself in social situations. I learned to see and synthesize."

—COLLEGE INSTRUCTOR of Biomedical Communications
('78 Art History)

4. Problem-solving

"After ten years I've just realized what I really learned at U.Va., unbeknownst to me while it was happening—i.e. how to think and solve problems. This is the single most important factor in my current success."

—VICE-PRESIDENT AND PART OWNER, Graphics Design Company
('74 English)

5. Critical Thinking

"My undergraduate work at U.Va. taught me how to think. It also taught me not to let large tasks overwhelm me, to identify problems, discover solutions, formulate ideas, and sell them."

—UTILIZATION SPECIALIST, U.S. General Services Administration
('72 Speech)

In fact, one-third of alumni surveyed considered that their liberal arts degree gave them an advantage over others in their career area, and another one-third felt that their careers would have proceeded no differently had they pursued a more technical degree. Many more than that—91%—confirmed the value of a liberal arts education as the best undergraduate preparation for their current careers.

A Few Alumni Case Histories

BANK VICE-PRESIDENT for Marketing & Business Development
(Salary: $40,000) / *B.S. in Biology, 1971; M.B.A., 1975*

"A liberal arts background provided me with an overall understanding of people, politics, and society, which are most important to the understanding of marketing."

First job: Junior high school teacher (Salary:$7,200)

Number of jobs since graduation: 3

Advice to students: *"Vary experiences as much as possible, to challenge your perception of your likes, strengths, and attitudes."*

ART DIRECTOR, advertising agency specializing in television commercials (Salary: $30,000) / *B.A. in Psychology, 1973*

"I took several art courses while I was pre-med. They helped me listen to myself, to affirm my true wants and abilities."

First job: Free-lance artist (Salary: $10,000)

Number of jobs since graduation: 2

Advice to students: *"Be active in extracurricular activities. They provide real-life models. They also help eliminate the Catch-22 of 'no experience = no job'."*

VICE-PRESIDENT, Crédit Suisse (Salary: $60,000) / *B.A. in Psychology, 1973*

"Liberal arts helped me with the ability to think and write."

First Job: Commercial banker

Number of jobs since graduation: 2

Advice to students: *"Place yourself into an environment where you will have a challenge and will have to think."*

PROGRAM GRANTS SPECIALIST, National Endowment for the Arts / *B.A. in Drama, 1976*

"My liberal arts education did not so much affect my career as it affected and guided my personal growth. It was invaluable for my social skills and self-confidence. A graduate degree was not mandatory in my field."

First Job: Hotel Reservations Manager

Number of jobs since graduation: 3

Advice to students: *"Don't build everything around specific career goals. Go for variety, challenges, and activities that interest you. Spend summers testing possible career areas."*

BUSINESS ANALYST, GTE Telenet Communications (Salary: $33,000) / *B.A. in English, 1976; M.B.A., 1981*

"I was not able to find a career job until after graduating from business school. However I now find that my English literature degree gives me a definite advantage over those who have strictly business or technical degrees."

First Job: Secretary (Salary: $8,000)

Number of jobs since graduation: 3

Advice to students: *"Pursue a liberal arts B.A., then consider an M.B.A. Add undergrad course work in public speaking, writing, business, and computers. Find related summer jobs, and begin planning your career before your fourth year!"*

MANAGING EDITOR, Western Public Radio (Salary: $22,000) / *B.A. in English, 1973*

"Research and writing skills are of utmost importance."

First Job: Writer/editor, U.S. Department of Transportation (Salary: $9,000)

Number of jobs since graduation: 3

Advice to students: *"Get a job where you can develop a project — almost any project. Do it and every aspect of any task as well as you can. Ask questions."*

What's the Best Plan for a Liberal Arts Education

Q. How can I make the most of my College years to prepare for the job market?

A. Try the winning combination: a liberal arts foundation, complemented with career-related experience and personal initiative.

91% of alumni surveyed suggest that today's students establish a liberal arts foundation as the best path to success in the career fields they represent.

84% recommend experiential learning—extracurricular activities, internships, Externships, and summer jobs—in addition to academic training.

39% also recommend that students combine some career-related coursework in their liberal arts curriculum.

86% considered that their own personal initiative was crucial to their being hired for their first full-time job. 9

In short, alumni agree on these five basic guidelines:

1. Major in what interests you.
2. Add career-related coursework to the liberal arts foundation.
3. Join extracurricular activities for substance, not just show.
4. Use summers to gain career-related work experience, and expand that experience with internships or Externships.
5. Consider graduate education for further career training, but plan to work for a while first.

1. Major in what interests you.

MYTH: When you choose a major, you are choosing a career as well.

REALITY: There is virtually no connection between academic majors in the liberal arts and future career paths.

Seven out of ten of Virginia's Arts & Sciences alumni reported that no matter what their major, the broad educational background of liberal arts was much more important on the job than any specific educational training. Proof of this generalization comes when one surveys the variety of jobs held by liberal arts alumni, compared with what their undergraduate majors were. The only exception to this rule was that natural science majors did tend a little more to hold science-related jobs. Here's a sampling:

Year & Major	*Current Job*
'77 *Speech*	REGIONAL SALES TRAINER, Kimberly Care Products
'77 *French & Music*	RESPIRATORY THERAPIST
'73 *Chemistry*	FINANCIAL PLANNER, Prudential Insurance
'78 *Religious Studies*	SURVEYOR
'73 *Psychology*	INVESTIGATOR, Sheriff's Department
'73 *Government*	SENIOR VICE-PRESIDENT, United Virginia Bank
'75 *Physics*	STAFF ENGINEER, Martin Marietta Aerospace

"When my boss hired me, all he could be sure of was that he was getting a good historian. But because he was a liberal arts graduate himself, he sensed

that I was something more than a good historian—perhaps that I could write well, analyze and synthesize information, work independently. As I have proven that, my salary has gone up—66% in a year and a half!"

—COMMUNICATIONS EXECUTIVE, William C. Pflaum Public Relations Agency
('83 History)

The Four Year Plan

Plotting Out the Winning Combination During College Years

Settling / *1st Year*

Adjust to life at U.Va.
Visit OCPP, get to know people and resources there

Exploring / *2nd Year*

Take OCPP's Career Planning Seminar Course
Arrange to do an Externship
Interview five employers in career fields that interest you: ask what skills they seek, then plan U.Va. activities to develop them
Find a summer job in a field that interests you
Consider a semester abroad

More Exploring / *3rd Year*

Join a Geographic Job Club to meet U.Va. alumni in interesting careers
Interview five people for information about a career field you are exploring
Arrange to do a second Externship
Write your resume
Explore a career field that interests you by finding another summer job in that field

Connecting / *4th Year*

Research further the career fields that interest you
Interview company representatives on-Grounds
Consult with an OCPP career counselor
Join a Geographic Job Club to meet more U.Va. alumni in interesting careers in the geographic area you want to live in
Pack your suitcase and say goodbye to U.Va.
Carry your job search skills with you to your target city

What Other College Activities Can Prepare Me for a Good Job

2. Add career-related courses to the liberal arts curriculum.

While alumni generally said they valued their liberal arts education for the broad skills it allowed them to develop, many cited certain skill-building courses within the College curriculum that they had found useful or wished they had taken, based on what turned out to be important in their careers. They mentioned (in order of frequency) writing, economics, foreign languages, public speaking, and mathematics.

Alumni also mentioned the importance of a few career-related courses available to Arts & Sciences students from other undergraduate curricula. A student can elect up to 18 hours of coursework outside the College of Arts & Sciences, to complement a liberal arts education with technical or business skills. Computer science and general business courses were most frequently mentioned by alumni: accounting or marketing in the Commerce School, computer science in the Engineering School, for example. The McIntire School of Commerce offers a six-week, nine-credit Business Institute for Non-Business Majors early each summer, which includes courses in finance, marketing, and management.

"I wish I had studied Latin, math, and business-related courses more. My German, while not a minor, was of particular interest to my first employer, a U.S. Congressman."

—GRANTS OFFICER, Harvard Art Museum
('77 English)

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"Take at least one general business course, one introductory accounting and one computer course, regardless of your major or your career objective."

—ACCOUNT REPRESENTATIVE, Mead Data Control
('72 English)

3. Join extracurricular activities for substance, not show.

The University of Virginia offers students many opportunities to join extracurricular activities—not only for personal satisfaction, but also for a record that shows involvement, leadership, responsibility, and other skills that you will later apply in your job. A small, well-chosen list of extracurricular activities on your resume shows a prospective employer that you have been developing on-the-job skills at the same time that you have been studying for your liberal arts degree.

For example: Consider Madison House if you want to develop interpersonal skills. Consider the Debating Society if you want to develop skills in critical thinking. Consider the Resident Staff program, intramural or intercollegiate sports if you want to develop organizational skills. Consider University Union, student radio or publications if you want to develop communication skills. Student government, Honor or Judiciary Committees, fraternities and sororities, University Guides, *Corks & Curls*—the list of possibilities is long, and the skills you gain through such activities are important. Be creative!

"Extracurricular activities are always important to broaden the base of an individual's experience."

—CERTIFIED PUBLIC ACCOUNTANT & PARTNER in CPA firm
('72 Economics)

"Participate in Madison House—but not just for what it will look like on a resume."

—ATTORNEY, Universal City, California
('78 Philosophy)

4. Use summers to gain career-related work experience, and expand that experience with internships or Externships.

Over half of the alumni surveyed said that work experience gained during their four College years—through summer jobs primarily, but also through Externships and internships—made a critical difference in securing their first jobs.

Summer jobs should be considered more than just a way to make money or pass the time away. They can be great opportunities to get a

feel for a career that interests you. And often the personal contacts formed during a summer job can lead to a full-time job after graduation.

The University's Office of Career Planning & Placement offers programs and contacts that can help students arrange work experience during their College years. OCPP's Extern program can offer students week-long experiences during summer or Christmas break, exploring careers and cities that interest them. OCPP can also provide information on internships, which usually combine College coursework with work experience. The Psychology and Sociology Departments offer a course for fourth-year students interested in combining academic coursework with a career-related internship in the Charlottesville area.

"Summer experiences are key! I wish I had known this earlier. Getting an internship allows you to see if you like the field. Also, if you do a good job, you're almost assured of a permanent job later."

—ACCOUNT SUPERVISOR, Burson-Marsteller Public Relations
('78 Communications)

"Real world experience allows for much more realistic development of workplace skills."

—DIRECTOR OF SALES FORECASTING, CBS-TV
('76 English)

5. Consider graduate education for further career training, but plan to work for a while first.

Almost 60% of alumni surveyed complemented their liberal arts foundation with graduate training, whether in the arts or sciences (16%, including 5% receiving Ph.D.s), in business (11%), law (20%), medicine (6%), education (3%), or engineering (under 1%). Half of those holding graduate degrees stated that their graduate training was essential to their current jobs. Many chose to work for a while before going back to school.

The survey results suggest that undergraduate humanities majors are less likely to pursue graduate degrees than majors in either the sciences or the social sciences. Also, most of those without graduate training still consider themselves well prepared for the jobs they hold.

"Technical courses and degrees enable a person to pursue financially rewarding work. Liberal arts courses and degrees enable a person to be human. One emphasizes career, the other emphasizes life. Both have been essential to me."

—COMPUTER SOFTWARE CONSULTANT
('74 Mathematics)

How Can I Actually Find a Job

Q. How will I actually find a job?

A. Take the initiative. Use contacts and direct application rather than want ads and agencies.

It's no surprise to discover that most of our alumni secured their jobs actively, through personal contacts and direct application—not through the traditional and more passive ways of looking for jobs, like reading the want ads or applying at employment agencies.

When asked how they secured their present jobs, 63% indicated that they succeeded through some kind of direct personal contact. In order of frequency, they mentioned a referral from a friend, family member, or other acquaintance, directly sending a letter of application, and prior full-time work with the company. While only 28% of them had jobs when they graduated, 70% had found jobs three months later.

In fact, our figures show that fewer than 20% of all Arts & Sciences graduates secured jobs through the method that might seem easiest and most obvious to students at the University: through on-Grounds interviews. On-Grounds interviews with company representatives have advantages. They are conveniently located, and they can be a good way for students to contact a certain sort of prospective employer. Typically, large corporations such as IBM, AT&T, Procter & Gamble, or Saks Fifth Avenue send recruiters to the University. Smaller firms usually do not interview on the Grounds, but they hired half of the liberals arts alumni who responded to our survey.

So even if on-Grounds interviews do not result in job offers, liberal arts graduates have other options. There are many other ways

to make contact with representatives of organizations in career areas of interest. It may take a bit more initiative and action than signing up for an on-Grounds interview—but then those are qualities that every employer would value anyway.

One wealth of contacts available to University of Virginia students is our alumni. 71% of alumni answering our survey said they would welcome students into their offices to talk about their career fields. Ask at OCPP for some help to find alumni in geographic areas or job sectors that interest you.

"Undergraduates should write to and speak with those who are working in the fields to which they aspire. Informational interviews are invaluable."

MARKETING SPECIALIST, New York broadcasting firm
('79 English)

A Job Search Case History

John Cudahy

COMMUNICATIONS EXECUTIVE with William C. Pflaum, a public relations firm in Reston, Virginia / *B.A. in History, 1983*

Unclear about his career at graduation, John took some time to develop his career direction.

"I came home after graduation, worried about getting a job for a while, worked at a part-time job for two months, and then, as I had planned all along, went to Europe for two months. During my trip I thought a lot about the field of public relations. I read so much about it that I felt almost over-prepared for hitting the street."

After his trip, John developed a resume targeted to his specific field of interest: public relations.

"Later I started to appreciate all the time I had put into my resume. I would watch PR executives read it and nod their heads, and I knew that I had translated my experience into language that made me the perfect candidate for an entry level PR position."

He contacted a 1947 University of Virginia alumnus in the PR field and in the Washington area.

"He was fairly gruff and did his best to convince me that PR was not a good field to get into. But I later found out that he was just trying to see how determined I was to work in PR. I am fairly convinced that this is what everyone breaking into a difficult field needs—someone who is concerned about you, someone who takes you under his or her wing."

He continued talking to other contacts in the PR field, interviewing them for information about public relations.

"I then developed a list of PR firms in the D.C. area and started calling and asking for information interviews, not for a job. You really have to get out there and actually start talking to people. The first place I called was a small, five-person firm in Reston. I spent an hour or two talking to the president of the firm."

He decided that PR was the field he wanted and changed his strategy from information gathering to job seeking.

"What I really wanted was to establish job contacts in PR in D.C. I quickly learned that nothing beats a personal appearance. It's very easy to say no over the phone."

He did some actual work for a potential employer, finding it a great way to demonstrate why they should hire him.

"About this time the small PR firm in Reston called me and asked me to write an article for them. I did it, and they liked it. A few days after I wrote the article, they offered me a job."

John's hard work paid off.

"The people I work for told me they had no intention of hiring anybody when I first walked through the door, but that after talking to me and reading my writing, they felt they would be making a mistake not to hire me. I am still with the firm in Reston and I love what I am doing."

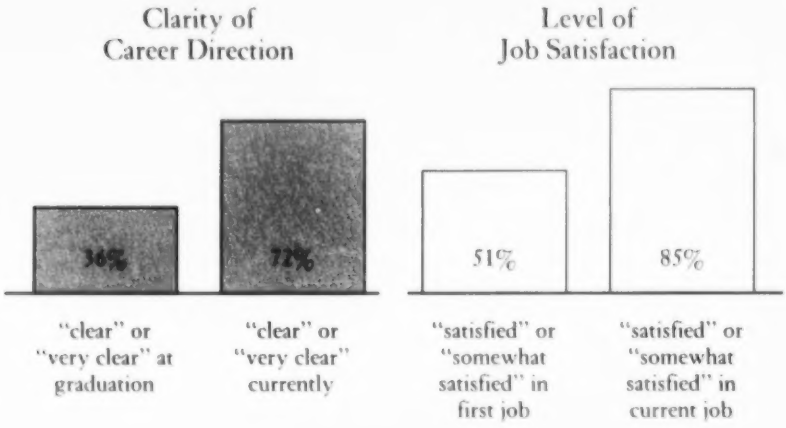
Every job search story is different, and John Cudahy's is obviously unique. But he, along with so many other successful Arts & Sciences alumni, made good use of that winning combination: a strong liberal arts foundation, career-related experience, and a willingness to take the initiative. A videotape of John describing his full story can be viewed at OCPP.

The First Job Dilemma

While the alumni survey showed strong current job satisfaction, it also showed that most liberal arts graduates experienced uncertainty, confusion, and discouragement as they took their first job.

Looking back, they often felt that their first jobs did not fulfill their career potential, in part because they had not yet firmly defined their own skills or goals. Fewer than 20% of the alumni surveyed said they had a very clear career direction at graduation; 64% admitted

feeling somewhat unclear about it. Only 16% felt very satisfied with their first jobs, compared with 41% currently very satisfied. One in three alumni changed jobs after graduation within the first year; three out of four changed jobs within three years.



The figures seem to show that many liberal arts graduates continue to make career discoveries once they enter the working world. Once able to look at the world of professional possibilities from the inside, a liberal arts graduate can quickly take firm steps toward the sort of job that will be the most satisfying. Combining a strong liberal arts record and effective job search skills with career contacts, an individual can begin to open up possibilities as never before.

The first job does not have to present a dilemma, as John Cudahy's story already shows. The winning combination can make a difference from the beginning. The earlier a student begins to complement his liberal arts foundation with career-related experience and strong personal initiative, the more likely that individual will take off on strong footing from the beginning.

The message from the University of Virginia's College Alumni Career Survey is,

There is indeed life after liberal arts, and a good life at that.

Year & Major	*First Job*	*No. of Jobs Since B.A.*	*Graduate Degree (if any)*	*Current Job*
'71 *Speech & Drama*	ACCCOUNT MANAGER IBM	3	'73 MBA	PRESIDENT Mariner Computer Systems, Inc.
'72 *American History*	RESEARCH HISTORIAN U.S. Government	12	—	EDITOR/ WRITER Shell Oil Company
'71 *Economics*	SALES REPRESENTATIVE Allied Health Services	8	'73 MBA	MARKETING MANAGER American Cyanamid Co.
'79 *Biology*	RESEARCH ASSISTANT	3	'84 MD	SURGICAL RESIDENT Pittsburgh Mercy Hospital
'71 *Sociology*	CLUB MANAGER	5	—	CORPORATE VICE-PRESIDENT International Management Group (consulting firm)
'81 *English*	SECRETARY	2	MA in Museum Studies	PROJECT ASSISTANT Winterthur Museum
'71 *History*	STAFF ASSISTANT U.S. Senate	6	'76 MBA	VICE-PRESIDENT Mortgage Securities, Chase Manhattan Bank
'73 *Mathematics*	(see current)	1	—	SENIOR PRINCIPAL PROGRAM ANALYST NCR
'72 *Government*	ADMINISTRATIVE ASSISTANT (in non-profit organization)	3	'78 MBA	EXECUTIVE DIRECTOR American Bankers Association

While we wouldn't want to turn our survey results into a list of steps guaranteed for sure success, certain guidelines do emerge that many alumni followed (or said they should have followed) as they shaped their careers.

Make the most of your College education, for its own sake.

Take courses that interest and challenge you, not courses only with a job future in mind

Be sure to include courses that help you develop skills in writing and speaking, in problem-solving and critical thinking, and in working with other people

Choose your major according to your strengths and interests, not to fit a job

Use some time during College to research and explore job possibilities.

Make full use of the resources at OCPP—counselors, courses, library, workshops, alumni network

Supplement your liberal arts curriculum with a few well-chosen career-related courses

Use your summers to get good job experience

Arrange at least two internship or Externship experiences

Do some reading and interviewing for information about job sectors that interest you

Take the initiative when it comes to finding a job.

Establish a network of contacts in your field of interest

Be ready to spend some time talking and looking; plan some interviews off-Grounds as well as on-Grounds

Actively pursue job possibilities, using direct personal contacts rather than only passive application procedures

It all adds up to that winning combination: a strong liberal arts foundation, complemented with career-related experience and your own personal initiative. In the end, it's up to you.

Make the Most of the Office of Career Planning & Placement

THE OFFICE OF Career Planning & Placement (OCPP) / Lower Level, Garrett Hall
Telephone 924-8900

Open Monday through Friday, 8 am to 5 pm

The Office of Career Planning & Placement offers students career planning assistance, including help in identifying skills and interests and exploring career possibilities. Students can arrange individual appointments with counselors to discuss career and professional school choices. Specific pre-med, pre-law, and pre-MBA advisors, information, and programs help students choosing professional schools after graduation. Our career library includes information on thousands of career fields. We offer information, advice, and practical workshops on the job search procedure. Our Alumni Career Network can bring students in contact with U.Va. alumni in different occupations and geographic locations.

We can help you identify skills and interests.

Strong-Campbell Interest Inventory—a self-assessment and career interest instrument

PLSK 101/102: Career Planning Seminar—a 2-credit course for 2nd and 3rd year students

SIGI—a computerized career guidance system

We can help you discover career fields of interest.

OCPP Career Library—printed and audiovisual resources
Career Resource Network—local people willing to talk to students about their careers
Extern Program—week-long volunteer opportunities for on-the-job experience
Summer job prospects—lists of hiring organizations

We can help you investigate professional and graduate schools.

Library of school catalogues and guides
Pre-professional advisors
Pre-professional testing and information on graduate admissions exams
Faculty recommendation files

We can help you design the best job search strategy.

Practical workshops on job search strategies, resume writing, and interviewing
On-Grounds interviews with recruiters from business and industry

We can help you tap into the U.Va. alumni career network.

Alumni Career Connection—alumni throughout the country willing to talk to students about their careers
Geographic Job Clubs—U.Va. career networks and activities in U.S. cities

Stop by OCPP to get information on these and the many other ways we can help you.

Planning to Order Additional Copies of Life After Liberal Arts

LIFE AFTER LIBERAL ARTS was originally written as a service to University of Virginia students, parents, and faculty.

However, after a nationally syndicated article by William Raspberry of the Washington Post June 9, 1986 describing the booklet, we have received hundreds of requests for copies.

To handle this volume we were required to reprint the booklet, and to engage the services of an outside firm to handle its distribution. The small charge is to cover these expenses.

Thank you.

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Life After Liberal Arts

Information and Advice for Students from the University of Virginia's 1984 College of Arts & Sciences Alumni Career Survey

What do U.Va. alumni have to say about the value of their liberal arts education?

"My liberal arts education is very important for managing a national, multi-million dollar brand's marketing program."

PRODUCT MANAGER, L'Eggs Stockings
('72 Economics)

"After ten years I've just realized what I really learned at U.Va.—how to think and solve problems. This is the single most important factor in my current success."

VICE-PRESIDENT AND PART OWNER, Graphics Design Company
('74 English)

"Always remember that your undergraduate time is to learn about the world, not to prepare for a job."

RESEARCH ASSOCIATE, Scientific Research Firm
('75 Biology)